

Historic, Archive Document

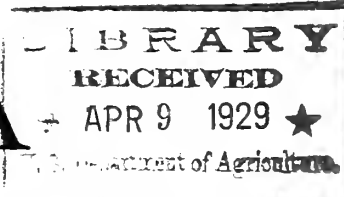
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Seventy-year-old Watermelon Pink Azalea from which our Lot 5-A is propagated

POWERS PRINTING CO., MOBILE, ALA.

AZALEA INDICA



SPRING 1929 WHOLESALE PRICE LIST

A special collection of ten thrifty, easy to grow, free-flowering varieties, with helpful cultural hints

Booking orders now for delivery after April 15th.

“Longview”

Country home of Robt. O. Rubel, Jr.

Crichton, Ala.

(A Suburb of Mobile)

AZALEAS

CAMELLIA JAPONICAS

REGAL LILIES

AZALEA INDICA COLLECTION

SPRING SEASON 1929
WHOLESALE ONLY

Special sample collection of ten distinctly different color, large single flowering, commercial varieties of azalea indica (evergreen) for

\$3.50 cash with order

carefully packed in special, light weight wooden box, assuring safe delivery.
Each plant marked with water-resisting label, describing color.
Helpful cultural hints accompany each shipment.

These are bushy little pot plants, greenhouse grown from the start. They will make salable blooming plants in 10 to 12 months.

They are the hardy varieties suitable for growing out doors in mild wintered sections of the South, from North Carolina, along the Gulf Coast and Pacific Coast; or grown outdoors in the North during the summer months in beds, lifted after the first frost, potted off and flowered in a cool greenhouse in February, March and April.

Order a sample collection of 10 bushy pot plants @ \$3.50 and you will want

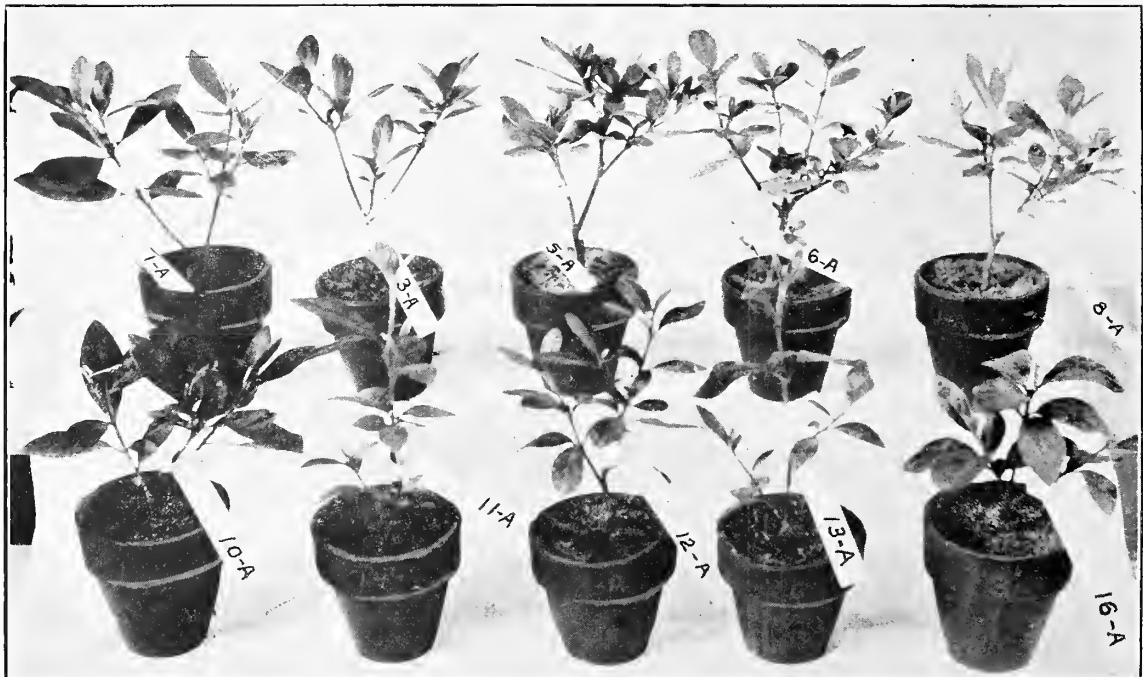
50 Plants, 5 of each variety at **\$ 15.00**
100 Plants, 10 of each variety at **\$ 28.00**

or

1000 Plants, 100 of each variety at **\$250.00**

These azaleas are money makers for you; easy to grow and easier to sell at a good profit.
Azaleas from “Longview” have satisfied Florists and Nurserymen in 37 states. See what a few of these growers have to say, on the back cover page of this folder.

Use convenient order blank enclosed



This illustrates a typical collection of ten azaleas, each plant pinched two to four times, producing azaleas of character the first season



CAMELLIA JAPONICAS

About September 20th, 1929, our wholesale list of many rare double flowering camellias will be sent you.

These camellias are greenhouse, pot-grown stock of the best commercial varieties, propagated by cuttings from healthy, free-flowering plants.

(OVER)

"LONGVIEW," Crichton, Ala.

Camellias from "Longview" are like gold bonds. They are the safest investment you can make in flowering or ornamental plants for cut flowers or resale purpose.

"Longview"

Country home of Robt D. Rubel, Jr.

(OVER)

Crichton, Ala.

DESCRIPTION OF THE TEN AZALEAS

Each a vigorous, easy to grow, free-flowering sort

Lot 1-A, PURE WHITE—Variety ALBA INDICA, large single flower, profuse bloomer. Hardy as far North as New York. A tall grower, with foliage distinct from all other azaleas.

Lot 3-A, LIGHT PINK—Name unknown, large flower, clear light pink, a symmetrical growing plant, reaching large dimensions when grown in the open along the Gulf Coast. Blooms abundantly, early to mid-season.

Lot 5-A, WATERMELON PINK—As the name implies, the coloring of this azalea reminds one of a juicy, ripe watermelon. It is preeminently the most popular variety for outdoor planting in the Mobile territory. Colored illustration on front of this folder is from a photograph of the parent tree growing near "Longview".

Lot 6-A, DEEP ROSE—Name unknown, very similar to Lot 5-A in character of growth and foliage, but flowers are slightly larger and blooms two weeks later than the Watermelon Pink.

Lot 8-A, VIVID CRIMSON—Variety PRIDE OF DORKING, tall growing, late blooming, a variety considered one of the best of its color 50 years ago. An outstanding brilliant azalea, always in demand.

Lot 10-A, BRICK DUST (Burnt Orange)—Large single flowers, vigorous upright grower, late blooming. A popular and attractive color that sells readily when in flower.

Lot 11-A, ORCHID—Name unknown, but one of the very early blooming, desirable varieties of exquisite orchid shade. A tall growing species.

Lot 12-A, LAVENDER PINK—Variety PHOENICEA, large lavender pink flowers, late blooming, very vigorous growing. For outdoor planting along the Coast, this variety can stand more sunshine than any other. Also makes a good pot plant.

Lot 13-A, PURPLISH CARMINE RED—Variety OMURA-SAKI. Larger flowers than Lot 12-A, blooms rosy red with purple hue, edges of petals slightly ruffled. A vigorous growing, medium-to-late flowering variety with large foliage.

Lot 16-A, PURE SALMON—A large single flower, delicate salmon color, compact grower, and free blooming habit.

In filling orders toward the end of the shipping season, we reserve the right to substitute not more than 20% of the total order, with other varieties of azaleas than those described above.

In such case, each plant will be properly labeled and will be filled with our rarer indica varieties of azaleas.

More than 50 distinct varieties of azaleas are propagated at "Longview", but many of these are too scarce and the quantity on hand does not justify marketing at wholesale for several years.

Illustration on the right is from an actual photograph showing one of the little one-year-old azaleas as furnished in a special collection.

The larger pot is the same plant photographed twelve months later when in flower; now two years old.

Azaleas from "Longview" are vigorous growing and free flowering sorts.



If you doubt the worth of Azalea collections from "Longview", read what a few of our customers have written. Their full names and address furnished on request.

Glenview, Washington. May 31, 1928.

"Received azaleas today in perfect condition and am well pleased."

Amity, Oregon. July 19, 1928.

"Azaleas came in best of condition and we are very well pleased with them."

California. June, 1928.

"Azaleas came Saturday in perfect condition."

Louisiana. June 30, 1928.

"Azaleas arrived in perfect condition. Your packing was a revelation. Perfect."

Florida. July 30, 1928.

"We are much pleased with the azaleas you sent us. They are doing fine."

South Carolina. April 27, 1927.

"My compliments on the packing of the azaleas sent. They arrived in perfect order."

Glendora, Calif. June 12, 1928.

"The azaleas reached me in splendid condition."

Philadelphia, Pa. June 9, 1928.

"I received azaleas all O. K. and in fine condition."

Crowley, La. April 7, 1928.

"I received the azaleas and they were fine, all bloomed out nicely."

Birmingham, Ala. May 30, 1928.

"Azaleas came in unusually nice condition and the plants seem to be thriving."

Santa Barbara, Calif. June 1, 1928.

"Received azaleas safely and were packed splendidly, and in excellent condition which I am sure you are glad to know, it being so far from Santa Barbara, California to Alabama."

Bellevue, Washington. May 31, 1928.

"Received the azalea plants today in perfect condition and am well pleased with them."

St. Augustine, Florida. May 7, 1928.

"Azaleas arrived in fine shape. We do appreciate that kind of packing."

Savannah, Georgia. April 19, 1928.

"We received the azaleas this morning apparently in the best condition."

New Jersey. May 3, 1928.

"The azaleas perfectly packed arrived in the best of condition, strong, thrifty plants that promise exquisite bushes. Many thanks. Enclosed check covering order for more plants, your selection."

On June 4th, 1928 this same customer wrote: "The second shipment of azaleas arrived in perfect condition."

Pocatello, Idaho. June, 1928.

"Received azaleas and camellias O. K. and in good shape."

MAIL YOUR ORDER TO-DAY

Our greenhouses are regularly inspected by State Nursery Inspectors, and all shipments are accompanied by Alabama Certificate of Inspection.

Our azaleas are free from injurious insects and disease. VISITORS always welcome at any time, but no business will be transacted on Sundays.

"LONGVIEW" is located opposite the Bienville Reservoir, three and two-thirds miles West of the city limits of Mobile, on the Moffat Road, known as Florida Mid-West Highway; also known as State Highway No. 25 and U. S. Highway No. 42.

We have occupied these premises since 1915, and visitors will have no difficulty in locating us.

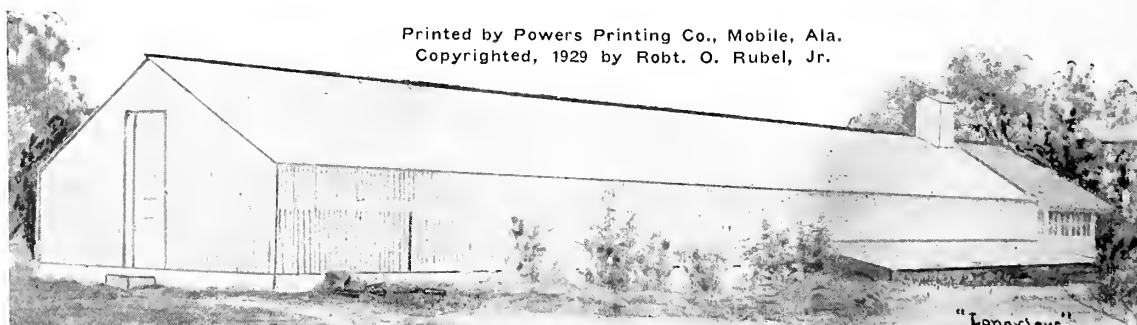


Reference:

Merchants National Bank, Mobile
Commercial Agencies.
Many satisfied customers from Coast to Coast.

"Longview"

ROBT. O. RUBEL, Jr., Proprietor



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One of the propagating houses at "Longview"